



ANTAD 2004

March 13-15, 2004
Guadalajara, Mexico

SPACE IS LIMITED!

Who Should Attend:

U.S. exporters of food, including catering products; beverages, wine and spirits for the hotel, restaurant and institutional trade should attend.

Why:

ANTAD 2004 is Mexico's and Latin American's biggest food and supermarket show with over 750 exhibitors in 32,000 square meters of exhibition space. At ANTAD 2003, OVER 15,000 top buyers and importers for supermarkets and retail outlets visited the show.

The Market:

The retail, hotel and restaurant, and food processing sectors in Mexico all present good opportunities for U.S. agricultural exports. All product categories are showing good to modest growth rates in 2003, with strong growth in sales of snack foods, processed fruits and vegetables, seafood, soybeans and products, wheat and wheat flour, and coarse grains.

Mexico's economy rebounded from a stagnant GDP growth rate in 2001 to a growth rate of about 1 percent in 2002. Projections for 2003 are for annual growth to be between 1.6 and 1.7 percent. This is in sharp contrast to the growth Mexico experienced in the late 1990's. Between 1996 and 2000, Mexico achieved annual economic growth of 5.5 percent, and retail sales increased almost 5 percent annually.



Best Prospects:

U.S. consumer-oriented agricultural product exports to Mexico fell 13.5 percent in 2002, but grew over eight percent from January to July 2003. Listed below are the products that have experienced the fastest growth in recent years and project continued growth in Mexico:

Fish & Seafood and products; processed fruits and vegetables, dairy products, snack foods, red meats (fresh/chilled/frozen); red meats (prepared/preserved); poultry meat, eggs and products; soybean meal; soybean oil and wheat flour

For additional information on the U.S. Pavilion contact:

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